

MONTANA STATE PLAN & POLICY MANUAL
CHAPTER TWO

Policy Number 2.1

Program Goals and Objectives

Revised/Effective Date: October 1, 2012

Title: Program Goals and Objectives

Purpose

This section provides an action plan with defined goals and objectives for the annual operation and administration of the WIC Program in accordance with Federal Regulations.

Authority

246.4(a) (1)

Policy

The State WIC Office is the administrative designee of USDA for the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) under the Department of Public Health and Human Services (DPHHS) in Montana. The State WIC Office will set goals and objectives for improving Program operations.

I. 2013 Program Goals and Objectives

- A. These goals and objectives are written to ensure pregnant, breastfeeding and postpartum women, infants and children from qualifying families who are at nutritional risk have expedient access to quality WIC services.

Goal 1: Monitor caseload and pursue potentially eligible participants.

OBJECTIVE	COMPLETE BY
Evaluate program participant retention.	Dec 2013
Set and evaluate local agency performance goals.	Oct 2013

Goal 2: Program enhancement within the Department of Public Health and Human Services.

OBJECTIVE	COMPLETE BY
Collaborate with SNAP, TANF, and CAFPS on No Kid Hungry Campaign.	Sept 2013
Coordinate with Family and Community Health Bureau for state and local WIC agency training.	Apr 2013
Participate in team building activities within the Family and Community Health Bureau.	Sept 2013
Participate in one day team building/professional development activity.	Sept 2013

Goal 3: **VENDOR** Implement Electronic Benefit Transfer (EBT)

OBJECTIVE	COMPLETE BY
Coordinate implementation with SNAP and TANF on EBT project.	On-going
UPC database	June 2013
Pilot EBT project.	June 2013

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Goal 4: **IT** Maintain MSPiRiT

OBJECTIVE	COMPLETE BY
Test and roll-out system enhancements as appropriate.	On-going
Train local agency staff on system enhancements as appropriate.	On-going

Goal 5: Improve service delivery and relationships with local agencies.

OBJECTIVE	COMPLETE BY
NUTRITION Develop training for wichealth.org.	Sept 2013
NUTRITION Create two Montana-specific lessons within wichealth.org.	Sept 2013
Review and evaluate the RFP process.	Sept 2013
Establish priority and funding coordination with WIC Future Studies Group.	On-going
Implement an enhanced monitoring system.	Oct 2012
Roll-out an enhanced Montana WIC State Plan.	Sept 2012
Provide motivational interviewing speaker.	Sept 2012
NUTRITION Review current and streamline nutrition education process and materials.	Sept 2012

Goal 6: **NUTRITION** Improve Breastfeeding Rates

OBJECTIVE	COMPLETE BY
Provide Loving Support Training to local agency staff.	Apr 2013
Conduct Breastfeeding Peer Counselor training.	Sept 2012
Develop avenues of communication between the state and local Breastfeeding Peer Counselors.	Sept 2012

II. 2012 Program Goals and Objectives

Ensure that pregnant, breastfeeding and postpartum women, infants and children from financially qualifying families who are at nutritional risk have expedient access to quality WIC services.

A. Program Plan

Goal 1: Monitor caseload and pursue potentially eligible participants.

OBJECTIVE	COMPLETE BY
Calculate potentially eligible population for Montana	Completed
Evaluate current participation to identify areas needing improvements.	On-going
Set participation targets for areas needing improvements.	Deferred 2013

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Goal 2: Program enhancement within Family and Community Health Bureau.

OBJECTIVE	COMPLETE BY
Participate in team building activities with Family & Community Health Bureau programs	On-going
Provide enhanced training by coordinating with other Maternal and Child Health programs and Montana Public Health Association.	Completed

Goal 3: Implement Electronic Benefit Transfer (EBT)

OBJECTIVE	COMPLETE BY
Obtain funding.	Completed
Obtain Implementation contractor.	Aug 2012
Obtain Project Manager contractor	Sept 2012
Obtain Quality Assurance contractor.	Sept 2012
Set up UPC Database.	Deferred 2013

Goal 4: Implement one year certification.

OBJECTIVE	COMPLETE BY
Prepare M-SPIRIT Program to implement yearly certification.	Completed
Develop policy for implementing yearly certification.	Completed
Train Local Agency personnel on new certification policy.	Completed

Goal 5: Implement month to month benefit issuance.

OBJECTIVE	COMPLETE BY
Prepare M-SPIRIT Program to implement month to month benefit issuance.	Sept 2012
Develop policy for implementing month to month benefit issuance	Sept 2012
Train Local Agency personnel on month to month benefit issuance	Sept 2012

Goal 6: Complete Local Agency training materials for M-SPIRIT.

OBJECTIVE	COMPLETE BY
Release first half of training materials to Local Agencies.	Completed
Complete training materials and release to Local Agencies.	Completed

Goal 7: Improve service delivery and relationships with Local Agencies

OBJECTIVE	COMPLETE BY
Create and pilot alternate means of delivering Nutrition Education.	Completed
Implement remote Registered Dietitian Services.	Completed
Complete Regionalization for review with WIC Futures Study Group.	Completed
Establish priorities and funding in coordination with WIC Futures Study Group.	On-going

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Goal 8: Improve Breastfeeding Rates

OBJECTIVE	COMPLETE BY
Provide Loving Support Training to Local Agencies.	Deferred 2013
Coordinate with Tribal WIC Programs to implement effective Breastfeeding Peer Counseling Programs	Incomplete
Conduct Breastfeeding Peer Counselor training.	Deferred 2013

Goal 9: Improve VENA Processes

OBJECTIVE	COMPLETE BY
Review and revise VENA questions in MSPIRIT.	Completed
Provide VENA training to Local Agency personnel.	Completed

Goal 10: Improve redemption of WIC Benefits

OBJECTIVE	COMPLETE BY
Evaluate redemption to identify areas needing improvement	Completed
Set redemption targets for areas needing improvement.	Deferred 2013